



CONNECTING PEOPLE WITH BRANDS AND EXPERIENCES.

Builds brands that drive measurable growth—not just attention.

Strategic and hands-on marketing leader with 20+ years of experience turning positioning into pipeline. Known for aligning brand, creative, and revenue teams to produce work that performs—across SaaS, higher education, healthcare, and B2B environments.

Blend of creative direction, go-to-market strategy, and execution—comfortable building the vision, leading the team, and shipping the work.

MARKETING DIRECTOR

Constellation Software/AWF/WCO (2022-)

Software, SAAS, Higher Education, Film & Studio Production, Asset Management, Remote, Budget Management, People Management, Trade Show Management

- » Repositioned a niche SaaS product into a competitive category player—driving measurable growth across brand and demand.
- » Increased lead generation 150% and conversion rates 120% by rebuilding the website, messaging, and full-funnel experience
- » Drove \$5M+ in annual revenue through integrated campaigns spanning email, web, content, and events
- » Led full brand transformation (voice, visual identity, positioning) resulting in 200%+ engagement growth
- » Built and scaled multi-channel campaign systems that aligned Marketing, Sales, and Product around shared outcomes
- » Partnered directly with Sales to create GTM strategies and assets that improved adoption and close rates
- » Concepted and executed high-impact trade show experiences (NAB, EDUCAUSE) that generated meaningful pipeline—not just booth traffic
- » Elevated brand perception to match enterprise buyers—making the company look and feel like the category leader it was becoming

BRAND MARKETING MANAGER HYBRENT INC. (2018-2022)

SAAS, Healthcare, Procurement, Startup, B2B

- » Built clarity and demand in a complex, low-interest category—turning marketing into a growth driver.
- » Developed a clear, differentiated brand narrative in a crowded procurement space
- » Created campaigns, sales materials, and content systems that improved pipeline quality and close rates
- » Delivered 100+ sales presentations, RFPs, and pitches, directly supporting revenue generation
- » Led HiTrust certification initiative, bridging marketing, compliance, and technical teams
- » Expanded digital presence through targeted messaging and content strategy
- » Managed trade show strategy focused on balancing brand storytelling with lead generation performance

Core Strengths: Brand Strategy · Go-to-Market Leadership · Integrated Campaigns · Revenue Growth · Creative Direction · Messaging & Positioning · Sales Alignment · Demand Generation · Team Leadership · Cross-Functional Collaboration · Events & Experiential · Funnel Optimization

SALES/MARKETING MANAGER CARLSON (2015 - 2018)

Remodel Construction MKT, B2B/B2C, Project Management, Community Marketing

- » Combined creative marketing with consultative selling to drive direct revenue growth.
- » Generated \$1M+ in revenue through integrated marketing and sales efforts
- » Built localized marketing campaigns that resonated with specific community audiences
- » Owned the full customer lifecycle—from acquisition through close
- » Led event marketing initiatives that converted conversations into contracts

MARKETING MANAGER IC FLOW CONTROLS (2014 - 2015)

Industrial Manufacturing Equipment, B2B

- » Scaled brand and marketing operations across multiple product lines and global stakeholders.
- » Led brand and product marketing across five business units, expanding into digital and eCommerce
- » Developed a scalable design and brand system adopted by international partners
- » Drove \$1.7M in year-over-year revenue growth and supported three product launches
- » Created trade show programs that increased engagement and measurable lead capture

ADDITIONAL EXPERIENCE (2001-2021)

*Freelance Designer and Copywriter (2009-2026)
Associate Brand Manager . Brasstech Inc. (2006-2009)
Art Director/ Designer/ Copywriter, Iwanna (2005)
Art Director/Copywriter, Raceweek Magazine (2006-2007)
Visual Merchandising Manager, Belk Inc. (2001-2005)*

EDUCATION (2000-2025)

*Appalachian State University - BS
Advertising & Marketing, 2001-2005*

VOLUNTEER - WishBone Canine Rescue -
Marketing / Technical Support / Fundraiser Software Implementation

TECH SKILLS & CORE COMPETENCIES -Adobe CC, Wordpress, Wix, MS365 (all), G-Suite, Google Analytics, Hubspot, Salesforce, Proposify, Asana, Hootsuite, Meta, Adwords, macOS/ Win11/Linux, Cheetah 3D, Apple Keynote, MS Projects, Jira, Confluence, OpenAI, Firefly, ultimately, I'm a technologist and a problem solver; if something helps me do the job better, I'll learn